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(cont.)

X Collection

INDEX

Page: 1

Barcode Number	Box Number	Total of Volumes	Call Number
LIBRARY OF CONGRESS 0 021 174 747 A	855	43	LB3020 - LB3058.S6A1
LIBRARY OF CONGRESS 0 021 174 748 1	856	17	LB3218.0304 (1946-1950) no.1-17
LIBRARY OF CONGRESS 0 021 174 749 3	857*	3	LB3218.0304 (1949-1950) no.1-3
LIBRARY OF CONGRESS 0 021 174 750 A	858	4	LC37.C4 (1951) no 1-4
LIBRARY OF CONGRESS 0 021 174 751 1	859	25	LC215-LC410.G2
LIBRARY OF CONGRESS 0 021 174 752 3	860	37	LC503.P5-LC4036.I8F4
LIBRARY OF CONGRESS 0 021 174 753 5	861A	1	LC5053.M6M6 (1944-1947) no.1
LIBRARY OF CONGRESS 0 021 174 754 7	861B	20	LC5053.M6M6 no.2+ LC5146.C6

*857A (See p.3 of this index)

X Collection

INDEX

Page: 2

Barcode Number	Box Number	Total of Volumes	Call Number
LIBRARY OF CONGRESS 0 021 174 755 9	862A	29	LC5215-LC5387 .Y8 no. 29
LIBRARY OF CONGRESS 0 021 174 756 0	862B	43	LC5387 .Y8-LC6651 .G6 no. 30
LIBRARY OF CONGRESS 0 021 174 757 2	863	78	LD331.B7 - LD1357.5
LIBRARY OF CONGRESS 0 021 174 758 4	864	17	LC405-LD3457.5
LIBRARY OF CONGRESS 0 021 174 759 6	865	31	LD4048-LD4811.S2
	866	-	Empty
LIBRARY OF CONGRESS 0 021 174 760 2	867	26	LD5331.8-LD6051.W5

X Collection

INDEX

Page: 3

Barcode Number	Box Number	Total of Volumes	Call Number
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X-LC5053
.M6M6

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STATEMENT OF PURPOSE, PROGRAM AND POLICY

HIGHLANDER FOLK SCHOOL
Monteagle, Tennessee

We reaffirm our faith in democracy as a goal that will bring dignity and freedom to all; in democracy as an expanding concept encompassing human relations from the smallest community organization to international structure; and permeating all economic, social and political activities.

Democracy to us means that membership in the human family entitles all to freedom of thought and religion, to equal rights to a livelihood, education and health; to equal opportunity to participate in the cultural life of the community and to equal access to public services.

We hold that democracy is inactive unless workers are given a full voice in industry through unions; or farmers are given a voice in the market place through cooperatives; or where freedom of thought and discussion is limited; that democracy is outlawed by legally entrenched discrimination and segregation; that there must be diversity of approach but each step must be in conformity with the goal, which is dishonored by each undemocratic act.

With a democratic goal, we are in a position to fight anything that gets in the way, whether it be totalitarian communism, or fascism or monopoly dominated capitalism.

The purpose of the Highlander Folk School is to assist in creating leadership for democracy. Our services are available to labor, farm, community, religious, and civic organizations working toward a democratic goal.

The nature of a specific educational program will be determined by the needs of the students.

Use of the services of the School by individual organizations will be in accordance with their own policies so long as these policies do not conflict with the purposes of the School. A staff member will assist in planning and coordinating all programs.

The policies and programs of the School are wholly determined by an Executive Council composed of the staff and recognized Southern leaders.

Highlander Folk School is supported by contributions from individuals, organizations served by the School, foundations and tuition.

The times call for an affirmative program, based on a positive goal. An army of democracy deeply rooted in the lives, struggles and traditions of the American people must be created. By broadening the scope of democracy to include everyone, and deepening the concept to include every relationship, the army of democracy would be so vast and so determined that nothing undemocratic could stand in its way.

X-LC 5146. C6 #3

RURAL LIBRARY SERVICE

FARMERS' BULLETIN NO. 1847
U. S. DEPARTMENT OF AGRICULTURE

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#4

YOU CAN PLAN THAT MEETING

AMERICAN LIBRARY ASSOCIATION
Chicago, Illinois

and

WESTERN MICHIGAN COLLEGE
OF EDUCATION
Kalamazoo, Michigan

1950

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#5

UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service
Washington 25, D. C.

PROGRAM

CONFERENCE ON RURAL READING

September 24-26, 1951
Washington, D. C.

Conference Room B - Departmental Auditorium
Constitution Avenue between Twelfth and Fourteenth Streets, N. W.

Monday, September 24

10:00 a.m.	Presiding	M. L. Wilson, Director of Extension Work
	Welcome	
10:20 a.m.	Reading and Rural Life	Dr. Carl Woodward, President, University of Rhode Island
10:50 a.m.	Recess	
11:00 a.m.	Organization of the conference	Eunice Heywood, Extension Service, U.S.D.A.
11:20 a.m.	Symposium - What Is Known About What and Why People Read	Chairman - Dr. Ralph Shaw, Librarian, U.S.D.A. Dr. Robert Leigh, Columbia University A. L. McNeal, University of Tenn. Ruth Warncke, Librarian, Kent County, Mich. C. Maurice Wieting, Ohio Farm Bureau
1:00 p.m.	Lunch	
2:00 p.m. to 4:00 p.m.	Chairmen and Recorders of Work Groups	Room 5042, South Building, U.S.D.A.
4:30 p.m.	Tea, Whittall Pavilion, Library of Congress	
	Open for dinner	

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#6

PARTICIPANTS
CONFERENCE ON RURAL READING

Mrs. Clara B. Ackerman, Extension Service, U.S. Dept. of Agric., Washington, D. C.
E. W. Aiton, National 4-H Club Foundation, Inc., c/o Extension Service, USDA, Washington, D.C.
Clifford Alston, Land-Grant College Consultant, American Institute of Cooperation, P.O. Box 391, Little Rock, Ark.
O. W. Anderson, County Agricultural Agent, Rockville, Maryland
Mrs. Atlee Armour, National Home Dem. Council, Rising Sun, Maryland
*Lester Asheim, Dean of Students, Graduate Library School, University of Chicago, Chicago 37, Illinois
Mrs. H.C. Bailes, City Library, Oswego, New York
*Julia D. Bennett, Assistant Director, American Library Association Washington Office, Hotel Congressional, Washington 3, D. C.
*Miss Nora E. Beust, Specialist for School and Children's Libraries, U. S. Office of Education, Washington, D.C.
*Mrs. Goldie Bittle, Library
J.L. Boatman, Extension Service, U. S. Dept. of Agriculure, Washington, D.C.
Sherman Briscoe, Office of Information, U.S. Dept. of Agric., Washington, D.C.
Constance Carr
Gladys Hasty Carroll, South Berwick, Maine (Author)
*Werner W. Clapp, Library of Congress, Washington, D. C.
Sanford Cobb, Sears-Roebuck & Co., Chicago, Ill.
*Christine Coffey, Asst. Ext. Librarian, Va. State Library, Richmond, Va.
Amy Cowing, Extension Service, U.S. Dept. of Agric., Washington, D.C.
Lucinda Crile, Extension Service, U.S. Dept. of Agric., Washington, D.C.
R.J. Crohn, New American Library, 501 Madison, New York 22, N.Y.
Warren T. Davis, United Educators, Inc., 6 N. Michigan Ave., Chicago 2, Ill.
Dr. Howard Dawson, National Education Assn., 1201 - 16th St., N.W., Wash.,D.C.
*Nancy Jane Day, School Library Supervisor, Columbia, S.C.
William DeHart, University of Maryland, College Park, Md.
Mrs. Orman E. Demorest, Whitaker, Va. (Farm Bureau)
Gertrude Dieken, Farm Journal, Washington Square, Philadelphia, Penna.
Thelma Dreia, Bureau of Human Nutrition and Home Economics, U.S.D.A.,Wash., D.C.
Miss Margaret Dudley, American Book Publishers' Council, 2 W. 46th St.,N.Y., N.Y.
Roy B. Eastin, Jr., Superintendent of Documents, Washington, D. C.
Dorothy Emerson, Girls' 4-H Club Leader, Univ. of Maryland, College Park, Md.
*Luther H. Evans, Librarian of Congress, Washington, D. C.
Mrs. Lulu Evanson, Jamestown, North Dakota (Farmers Union)
*Anne Farrington, Wisconsin Free Library Commission, State Office Building, Madison 2, Wis.
Jack Fischer, Harper & Bros., 49 E. 33rd St., New York 16, N.Y.
Mrs. William E. Fitzpatrick, Route 1, Lexington, Va. (Home demonstration clubs)
Mrs. John Flock, Bonnesboro, Md. (Farm Bureau)
Robert Frase, American Book Publishers Council, 812 - 17th St.,N.W.,Wash.,D.C.
Father Fredericks, National Catholic Welfare Conference, 1312 Massachusetts Ave., N.W., Washington, D.C.
Ralph Fulghum, Extension Service, U. S. Dept. of Agric., Washington, D. C.
*Mrs. Loleta Fyan, President, American Library Association, State Library, Lansing, Michigan
Mrs. Ruth Gagliardo, Kansas Teachers' Assn., 1108 Ohio Street, Lawrence, Kans.
Gilbert Goodkind, American Booksellers' Assn., 724 Fifth Ave., New York 19, N.Y.
*Mrs. Mary Keenan Hadley, Prince Georges County Library, Hyattsville, Md.
Florence L. Hall, Extension Service, U.S. Dept. of Agriculture, Wash., D.C.
Hambidge, Gove, Fooe & Agriculture Organization, Washington, D.C.

*Names starred are librarians who attended conference

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#7

Extension Service
U. S. Department of Agriculture
Conference on Rural Reading
September 24-26

Who's Who on the Program

Asheim, Lester--Dean of Students, Graduate Library School, University of Chicago.

Carroll, Gladys Hasty--South Bewick, Maine. Is the author of a number of books and a frequent contributor to magazines. Among her books are the novels "As the Earth Turns," "A Few Foolish Ones," "Dunnybrook," "While the Angels Sing," "West to the to the Hill," and two juveniles, "Cockatoo," and "Hand Spell."

Cobb, Sandford--Head of the book department, Sears, Roebuck & Company.

Crohn, R. J.--Associated with the New American Library of World Literature, publisher of Signet books and Mentor books.

Davis, Warren T.--President of the United Educators, Inc., of Chicago, Ill.

Day, Nancy Jane--Instructor in Library Science at Winthrop College, Rock Hill, S. Car. She has had experience as both teacher and librarian. Greenville Public Library, Greenville Woman's College, Furman University, and Florida State College for Women are among the institutions she has served.

Eastin, Roy--Superintendent of Documents, Government Printing Office. After receiving his A.B. and M.A. from George Washington University, he completed internship in public administration with the National Institute of Public Affairs. He began as an apprentice in the Government Printing Office and has served as linotype operator, assistant Director of Personnel and assistant Superintendent of Documents.

Evans, Luther--Librarian of Congress. A native of Texas, he received his A.B. from the University of Texas and his Ph.D. from Stanford University. He has taught in Stanford University, New York University, Dartmouth, and Princeton. He was Director of the Historical Record Survey of WPA, chief Assistant Librarian of Congress. He is author of "The Virgin Islands, From Naval Base to New Deal" and a contributor to book reviews and professional journals.

Evanson, Mrs. Lulu--Jamestown, N. Dak. Educational Director for the National Farmers Union.

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#8

Problem I. Stimulation of Interest in Reading Among Rural People.

Topic A. What can be and is being done by public libraries, schools, colleges, and universities.

Mrs. Loleta Ryan, Group Leader
Harry Milshon, Recorder

1. The Present Situation

Many techniques, approaches and channels are being used by public libraries, schools, and colleges and universities to stimulate interest in reading on the part of rural people. Some are being used rather generally while others are innovations that are still confined to localities. Many of them are aimed at making rural people better acquainted with books and other reading materials; at dissipating the awe in which books, bookstores, and libraries are sometimes held; at giving adults and children greater satisfaction and pleasure in reading; and at leading people to see the library as a homelike place where they will get the help they want.

2. What Is Being Done

Here is a preliminary inventory of the things that are being done and the devices and methods being used toward this end:

By Public Libraries:

Bookmobiles
Lists of suggested reading for various ages and interests
Book stations in stores
Exhibits of books, and reading lists, at training workshops.
Exhibits of art and handicrafts made by local people in connection with their reading.
Newspaper columns by librarians.
Radio programs, including announcements of books, by librarians.
Children's vacation reading clubs.
Adults' reading clubs.
Weekly story-telling periods for children and their parents - meetings or on radio.
Book carnivals.
Informing local librarians and the public about radio programs on books.
Telling local librarians about available recordings of book and reading programs suitable for use over local radio stations.
State library extension services.
Use of pamphlets in libraries, including giving out such pamphlets.
Coordination of reading with use of tours, field trips, films, and other visual aids.
In-service training of librarians, including volunteer librarians.
More homelike libraries with an informal atmosphere, attractive surroundings, pastel colors, and better lighting.
Trend toward more professional librarians and fewer volunteer librarians.
Libraries in stores at street level.
Tours of libraries.

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#9

Problem I. Stimulation of Interest in Reading Among Rural People

Topic B. What can be and is being done by organizations -- extension groups, farm organizations, Parent-Teachers' Associations, churches, etc.

Mrs. Mary Switzer, Group Leader
Margaret McElderry, Recorder

I. What is the Present Situation?

The basis of democracy lies in voluntary groups and organizations. Organizations can achieve the purposes for which they exist, only as they have knowledge of facts. These come primarily from the printed word, which is permanent and can be passed on. Therefore, there is a need to stimulate interest in reading, and organizations have a responsibility in stimulating this interest.

There is a lack of reading interest. Schools, libraries, families and organizations must work together to create reading interest. Their own vitality is involved, and we believe that this interest can be stimulated.

II. What is being done:

1. Reading programs through home demonstration and Farm Bureau groups (Jackson, N. C.; Jordan, Ark.)

2. Book collections available at meetings, camps, churches and schools (Armour, Md.)

3. Book lists through libraries, State colleges, and organized publishers.

4. Written and oral book reviews (Warncke, Mich.) Help has been given in the technique of book reviewing through clinics, outlines, etc.

5. Book demonstrations, given with bookmobile, by the librarian (Scoggin, N.Y.; Jackson, N. C.)

6. Use of conferences to books from pulpit.

7. Contribution of books to local libraries (Jordan, Ark.; Switzer, N.Y.)

8. Discussion of reading problems in groups (Hutchinson, Ohio).

9. Use of small circulating collections of books and pamphlets, secured and distributed by missionary groups (Rich, N.Y.).

10. Radio and TV programs to stimulate interest in reading (McElderry, N.Y.; Davis, Ill.)

11. Encouragement to join book clubs as a basis for starting home libraries.

12. Library and book discussion in connection with Sunday School. Interpretation of books by librarian and local people (Armour, Md.)

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Problem I. Stimulation of Interest in Reading Among Rural People

Topic C. What can be and is being done by reviews and criticisms - farm radio, press, magazines, and other publications.

Mrs. Lulu Evanson, Group Leader
Clifford Alston. Recorder

Most of the present book reviewing services are of little value and many times unavailable to rural people.

New York has done local leader training schools on how to do a book review and how to use tools such as Saturday Review, Library Journal, etc.

Few publications commonly read by farm people carry book reviews. Progressive Farmer carries book reviews directed to rural reader interest.

Time available for local librarians to prepare localized reviews limited. "Canned" reviews not satisfactory. Few weekly or small dailies carry book reviews. Very few radio stations carry book reviews. One county librarian in North Carolina did a popular program combining music, baseball scores and information about books, so well done that the Liberty Broadcasting Company wanted three programs a week for National hook-up.

North Carolina has project "Good Reading for Home Demonstration Clubs" in cooperation with Library Commission and Extension Service. Illinois has mimeographed publication, "Good Reading for the Family" prepared once a year also reading courses in cooperation with Illinois State Library.

Television programs few in number but effective when well done. Reviews done by local people can be effective, have been used to limited extent.

Recommendations

More book reviews in local newspapers, both daily and weekly. Should be localized. More book reviews in magazines commonly read by farm families. Use of local radio stations for book reviews. Suggest use of local people on programs with a trained person. More annotated book lists for rural schools. Get book publishers to do more advertising in local papers to get papers to carry book review.

Use of book exhibits at fairs, county meetings, etc. with an annotated take home list of books displayed. Preparation of suggested reading lists with librarian, extension people and commercial book people cooperating. Use local people to give short book reviews in groups like PTA's, extension groups, Grange, Farmers Union, etc. Trained personnel be encouraged to give informal book reviews incidental to regular work. Example, Extension agents might mention current books they have read or that relate to specific subject at hand. Get in on TV early with book review. Suggest that this conference might be followed by a State conference to discuss the situation in the specific State.

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Problem II. Availability of Reading Materials to Rural People

Topic B. How can commercial distribution of books be extended to increase service to rural areas?

Maurice Wieting, Group Leader
Sanford Cobb, Recorder

General discussion of the problems involved in increasing the scope of the commercial distribution of books developed the following points:

1. There is a real need for study of the reading tastes - likes and dislikes - of rural readers on the part of publishers and distributors.

   a. fiction - moral and ethical viewpoint
   b. non-fiction - simplicity of style

2. There is a need for schools to prepare young people for reading. Reading should be fun - not a chore. There is a need for reading clinics for adults in rural areas.

3. More should be done to play up the values of reading in radio, television and movies.

4. Children and adults should be actively encouraged to build their own home libraries.

5. There is a definite need for the intelligent stocking of books for sale in small-town newsstands or other stores that may handle books.

6. The development of local discussion groups will encourage people to seek information from books.

7. Every effort should be made to encourage the dissemination of information on reading through county demonstration agents.

Specifically the following basic methods of increasing service to rural areas were proposed:

1. Train county extension workers to use book reference material and advise them how to secure information on the commercial distribution of reading material (induction and in-service training).

2. Set up facilities for wide distribution of prepared book lists on special or general topics.

3. Encourage the adoption of basic information service on books through existing commercial agencies (booksellers, book clubs, mail order houses, etc.)

4. Encourage State universities to conduct short courses or conferences on bookselling.

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UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE

FACT SHEET

Conference on Rural Reading
Washington, D.C., September 24-26, 1951

The Extension Service gives guidance and encouragement to rural families in reading good books and assists in making library facilities available.

The Extension Service

The national system of cooperative extension work in agriculture and home economics, known as the Extension Service, is financed cooperatively by the United States Department of Agriculture, the States, and the counties. In each State, the Extension Service is under the administration of the State extension director at the State agricultural college. The State extension supervisors and subject-matter specialists in agriculture and home economics have headquarters also at the State agricultural college. Extension agents in a county have headquarters at the county seat. The present numbers of county extension agents, including assistants, are as follows: Agricultural agents, 5,396; home demonstration agents, 3,658; and 4-H Club agents, 656.

In 1950, county extension agents, both white and Negro, conducted agriculture and home economics extension work in more than 3,000 counties in the 48 States, Alaska, Hawaii, and Puerto Rico. The estimates of county extension agents place the total number of farm and nonfarm families influenced by some phase of extension work during 1950 at 6,776,885.

Extension education is a combination type of guidance, training, and instruction that provides encouragement and information to all members of rural families in their desire for better living and a more interesting and useful life. Extension programs are based on the expressed needs and satisfactions of the rural people themselves.

The printed word is one of the chief means extension workers use in disseminating technical information relating to the great variety of agricultural, homemaking, and community activities involved in farm life. Extension workers and other educators have long since learned the skill of translating technical scientific language into simple and popular form, making scientific knowledge more accessible, and useful to a greater number. More than 21 million copies of bulletins, circulars, and pamphlets published by the agricultural colleges and the U.S. Department of Agriculture were distributed by county extension agents in 1950.

Broadened Interests Stimulate Reading

The interests of rural people have broadened beyond the farm and home. Some of the factors influencing this development are: Extension activities, farm and other organizations, press, radio, better transportation facilities,

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#13

Extension Service
U. S. Dept. of Agriculture

FACTS OF INTEREST TO CONFERENCE ON RURAL READING
September 24-26, 1951, Washington, D. C.

(Fact Sheet prepared by organizations participating in the Conference.)

THE AMERICAN LIBRARY ASSOCIATION

The American Library Association, with headquarters at 50 East Huron Street, Chicago 11, Ill., the professional organization of over 20,000 librarians, trustees, and friends of libraries, since its inception 75 years ago, has sought to improve existing libraries and to extend library service throughout the land.

Librarians recognize their responsibility to furnish the "know-how" for library organization and service but they realize that the need and desire of lay people for this service is basic to sound library development. Although ALA's professional books and periodicals are written in lay language for citizen use, librarians count on the popular periodical press, newspapers, radio, films, television, and meetings of lay groups to stimulate a desire and to create a recognition of need for library service. Popular human-interest stories, book reviews, and subject lists have been used successfully in periodicals and newspapers. Librarians find that the radio proves effective for book reviews, book and group discussions, story hours, and spot announcements popularizing the local library's services. Librarians are now investigating and using TV for story hours, book reviews, discussion groups, and program planning. For 3 years, through its Film Office, ALA offered consultative service on film use. Through its demonstrations of film circulation by libraries, in Missouri and Cleveland, it showed how to organize a film circuit economically, and supplied critical film evaluations and buying lists, standards to use in judging films, and illustrative guides to effective film use. Last year, 87 libraries throughout the country used 17,032 films which were used 48,470 times and were seen by 3,738,446 persons.

ALA cooperation with lay and professional groups, in providing active participation and in providing exhibits, book lists, and program planning, not only aids the organization, but enlists support in expanding these services. As an example of such support, rural sociologists have given extension librarians help in developing county or multi-county libraries. Close cooperation with the General Federation of Womens Clubs and Home Demonstration Clubs, to mention only two women's groups, has resulted in many new libraries. "Friends of the Library" organizations have produced substantial results. Similarly, librarians on the State and local level find such cooperation valuable.

ALA has long encouraged the use of demonstrations of county and regional library service to convince people of the value of the library's services. With few exceptions, once people have had really good library service they are willing to support it with their tax dollars.

The ALA Washington office seeks to draw Congressional attention to the Nation's library needs. All legislation affecting libraries is followed and promoted, but chief emphasis is placed on legislation designed to strengthen and extend library service to rural areas. Pending bills provide for $7,500,000

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#14

THE AMERICAN FARM BUREAU FEDERATION

The American Farm Bureau Federation has long supported the development of rural libraries. In 1946 the Farm Bureau supported S. 1920 and H. R. 5742, which were known as the Public Library Service Demonstration Bills. Our current resolutions with regard to rural libraries are as follows:

> "Properly used, the public library offers education and information to all citizens. In this period of unrest we urge rural people to utilize all available State and local means of maintaining and extending both school and adult libraries."

Perhaps the most outstanding work that has been done in this connection has been in the State of Iowa. We have written for some material from Iowa which we hope will be available during the conference that might be of assistance to others participating in the conference. This program in Iowa is somewhat typical of Farm Bureau activities in this field. The Farm Bureau women publish each year a list of books available in county and community libraries; one covering books for young people and one for adults. Each county Farm Bureau has a library chairman and they carry on a contest on reading, awarding county prizes and finally State prizes for both young people and adults reading and turning in reviews of the books listed and recommended by the county and State Farm Bureau women's organizations.

We think that the program for rural reading and adequate library services is essential and should be encouraged and developed throughout all rural America. We are looking forward to the conference as giving us some ideas as to how we can be more effective in this field.

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UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service, Division of Agricultural Economics
Washington 25, D. C.

SOME FACTS ABOUT RURAL PEOPLE
That May Be Related to Library Services and Reading

1. Population in the United States 1950: Living on farms 15.6%
   Rural nonfarm (under 2,500)..... 20.6
   Urban (places 2,500% over) 63.8

2. Population by regions 1940:

Northeast	Rural farm	6.4%	Rural nonfarm	17.0%	Urban	76.6%
South		39.2%		24.1%		36.7%
North Central		23.1%		18.6%		58.3%
West		16.8%		24.7%		58.5%

3. Population in the United States age 60 and over: 1920 ..... 7.5%
   1950 ..... 12.1%

4. Median years schooling completed by persons age 25 and over, 1940:

   Rural farm ..... 7.7 years
   Rural nonfarm ..... 8.4 years
   Urban ..... 8.7 years

5. Farms in the United States:

   With radio (1945) 72.8%
   With electricity (1950)..... 86.3%
   Within 1/2 mile of all-weather road (1945) 72.4%

6. Counties in the United States out of 3,070 total - in 1950:

Without a town over 2,500 population	Number	1,076	35%
" " " " 5,000 "		1,695	55%
With a town over 5,000 population		299	10%
		3,070	100%

7. About 830 counties have only county-wide library service, and about 600 are without any kind of public library service within their boundaries. There are more than 400 bookmobiles - in 38 States.

8. Average expenditures for family consumption 1941 (BLS Bulletin 822)

	Rural farm	Rural nonfarm	Urban
Food	$ 601	$ 513	$ 729
Automobile	104	152	223
Medical care	62	71	107
Recreation	27	36	101
Tobacco	17	26	48
READING	8	11	23

9. Number of general magazines circulated per 100 people in 1942:
   Rural farm ..... 34 Counties under 25% rural 44
   Rural nonfarm and urban ... 42 Counties 75% or more rural ... 14

Prepared by E. J. Niederfrank, extension rural sociologist, USDA, for Conference on Rural Reading, Washington, D. C., September 24-26, 1951.

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September 21, 1951

BOOK EXHIBITS

A very successful method of bringing books to farm families in communities with limited opportunities to see books is the "book fair" or "book bazaar." A book fair is an attractively-arranged temporary exhibit where people can both see and handle new books, and order those they would like to purchase. Book fairs are generally held in schools, but a parish house or Grange hall would be just as suitable.

Each fall, the magazine Scholastic Teacher encourages its subscribers to arrange for book bazaars in the schools. The main purpose of these exhibits is to show the school children books designed for them. However, parents are invited to the bazaars and it has been found that the inclusion of books for adults is an added attraction. There is no reason why the kind of book bazaar promoted each year by Scholastic Teacher cannot be adapted to meet the needs of the entire community, adults as well as children.

Detailed information on how to arrange a book bazaar is contained in a manual, Let's Hava a Book Bazaar, available for 25¢ from Scholastic Teacher, 351 Fourth Ave., New York 10, New York. The manual includes drafts of publicity releases and radio "plugs." For $1.00, Scholastic Teacher will send a complete kit of book bazaar materials, including the manual, posters or streamers and book jackets for display.

To hold a book exhibit of any kind, it is essential to enlist the cooperation of a nearby retail bookseller who can furnish the books and fill the orders for them. If the bookseller is some distance away and the community is very small, he will be unable to invest his resources in the project unless assured that the exhibit will be widely publicized and will attract people from miles around. The best assurance of the needed publicity for an exhibit is to have it sponsored by as many community organizations as possible, including the newspaper or papers. Help in finding a nearby bookseller who will work with community organizations in putting on an exhibit may be secured by writing to the American Booksellers Association, 724 Fifth Avenue, New

Extension Service
U. S. Dept. Agric.

X-LC 5146.C6

#17.

WORK GROUP ASSIGNMENTS

Problem I. Stimulation of Interest in Reading Among Rural People

Topic A. What can be and is being done by public libraries, schools, colleges, and universities.

Room 124, East Wing, Administration Building, U.S.D.A.

Mrs. Loleta Fyan, American Library Assn., Group Leader

Andrew Olson, National 4-H Club Agents' Assn., Recorder

Howard A. Dawson, National Education Assn.

Maxwell S. Stewart, Public Affairs Pamphlets

Gertrude L. Warren, Extension Service

Caroline Sherman, BAE, USDA

Mrs. F. B. Wilson, Farm Bureau

J. K. Stern, American Institute of Cooperation

Paul Taber, The National Grange

Nancy Jane Day, School Library Supervisor

Clyde H. Cantrell, Library

Madge J. Reese, Extension Service

Gordon Grant, Church Publishers' Commission

Roy B. Eastin, Superintendent of Documents

Gilbert Goodkind, American Booksellers' Assn.

Nathan A. Hurwitz, Book Previews

Patricia Watts, 4-H

R. A. Turner, Extension Service

Ernestine Grafton, Library

Helen Douglass, Press

T. V. Smith, Syracuse University

Howard McClarren, American Institute of Cooperation

Mrs. BandeWater, Science Service

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#18

Problem II. Availability of Reading Materials to Rural People

Topic A. Are the present library facilities in rural areas being fully used? How may they be supplemented?

Marjorie Luce, Group Leader
Robert West Howard, Recorder

Our discussion group is fully aware of the valiant services given in the field of the rural library by our small corps of underpaid and often unpaid librarians. We offer them our deep thanks and our future support. In furtherance of that support, we conclude that the answer to the first question above is "no." It is our conviction that rural libraries are failing to make full use of their facilities in the following areas:

1. Finances.
2. Physical plant.
3. General staff.
4. Trained staff.
5. Public knowledge.
6. Local trustees.
7. Cooperation between groups.
8. Cooperation between libraries.
9. Cooperation between libraries and groups.
10. Book selections.
11. Mobility.
12. Non-interest.

These conclusions are based on a strict discussion of the question as stated... namely, in a four-hour consideration of "present library facilities in rural areas." But in view of information available to the panel from the U. S. Office of Education and the American Library Association, members felt that the question itself was very limiting in its scope.

According to the most recent figures from State library agencies, 30 million people in the USA are without access to a local public library...and, of these, 26,000,000 live on farms and small villages. Hence, in view of recent census statistics, nearly half the people residing in rural America, including a majority of our farming population, are without public library service of any kind.

Of the 3,000 counties in the USA, only 735 provide county-wide library services...and 488 counties have no public library service...even in the county seat. In the remaining 1859 counties, public libraries are supported largely by urban taxation, are located in the cities and larger villages and are primarily for the service of the urban population. Only three States (Delaware, Massachusetts and Rhode Island) provide free library service to all of their citizens. This service ranges from 63 cents per capita per annum in Delaware to $1.56 per capita per annum in Massachusetts.

Of the 7,400 public library systems in the nation, only 334 have annual budgets exceeding $40,000. Another 1,916 have overall budgets ranging from $4,000 to $1,000... and 2,222 have annual budgets of less than $1,000. These must cover all their expenses of salary, light, heat, rent and book purchases. Members of our group cited rural libraries in their home States with annual budgets as low as $35.

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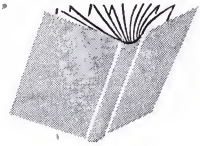
#19

Program

Conference on RURAL READING

September 24-26, 1951
Washington, D.C.



EXTENSION SERVICE
U.S. DEPARTMENT OF AGRICULTURE

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#20

Publishers' Weekly The American Book Trade Journal Founded 1872
VOLUME 160 NUMBER 14 OCT. 6, 1951

Rural Reading Conference Results Will Challenge Book Industry

A STIMULATING and challenging conference on rural reading was held last week in Washington (*PW*, September 22), the ra...ifications of which will have increasing significance to publishers, libraries and book distributors in the months and years ahead.

For the discussion of ways and means of encouraging interest in reading and the ownership of books by rural people, what has already been done and what remains to be done, and to bring into focus the present and potential commercial and public availability of reading materials, the Extension Service of the Department of Agriculture in co-operation with the American Library Association and the Committee on Reading Development of the American Book Publishers Council marshaled an impressive number of men and women experienced in the practical and philosophical aspects of rural living—extension workers, librarians, representatives of the Farm Bureau, the Grange, the Farmers Union, the co-op movement—and spokesmen for the book publishing industry.

Who the rural readers are now, how many of them there are and how many more there could be; what they want to read now and what they would read if they had access to the materials were questions forming the background for the practical discussions of how writers, publishers, librarians and commercial book distributors can serve these readers better.

But the conference placed little emphasis on the commercial aspects of the question, and rightly so; the men and women who are daily concerned with the stimulation of reading, however, wanted, and received, the assurance that when the desire for a certain book or kind of book was created, every effort would be made by the book industry to reach that market. Or, as John O'Connor, president of Grosset & Dunlap and of the American Book Publishers Council, expressed it, in explaining the industry's economic facts of life:

"Those practitioners in the field of book publishing who have had the good fortune to be invited here have sternly put aside all considerations of selfish interest and appear at least for this brief period on the side of the angels, asserting that better nature which a publisher must have, in the necessary ab-

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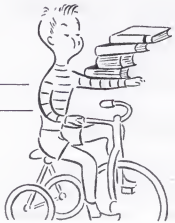
Get an inside view

#21

THE LIBRARY